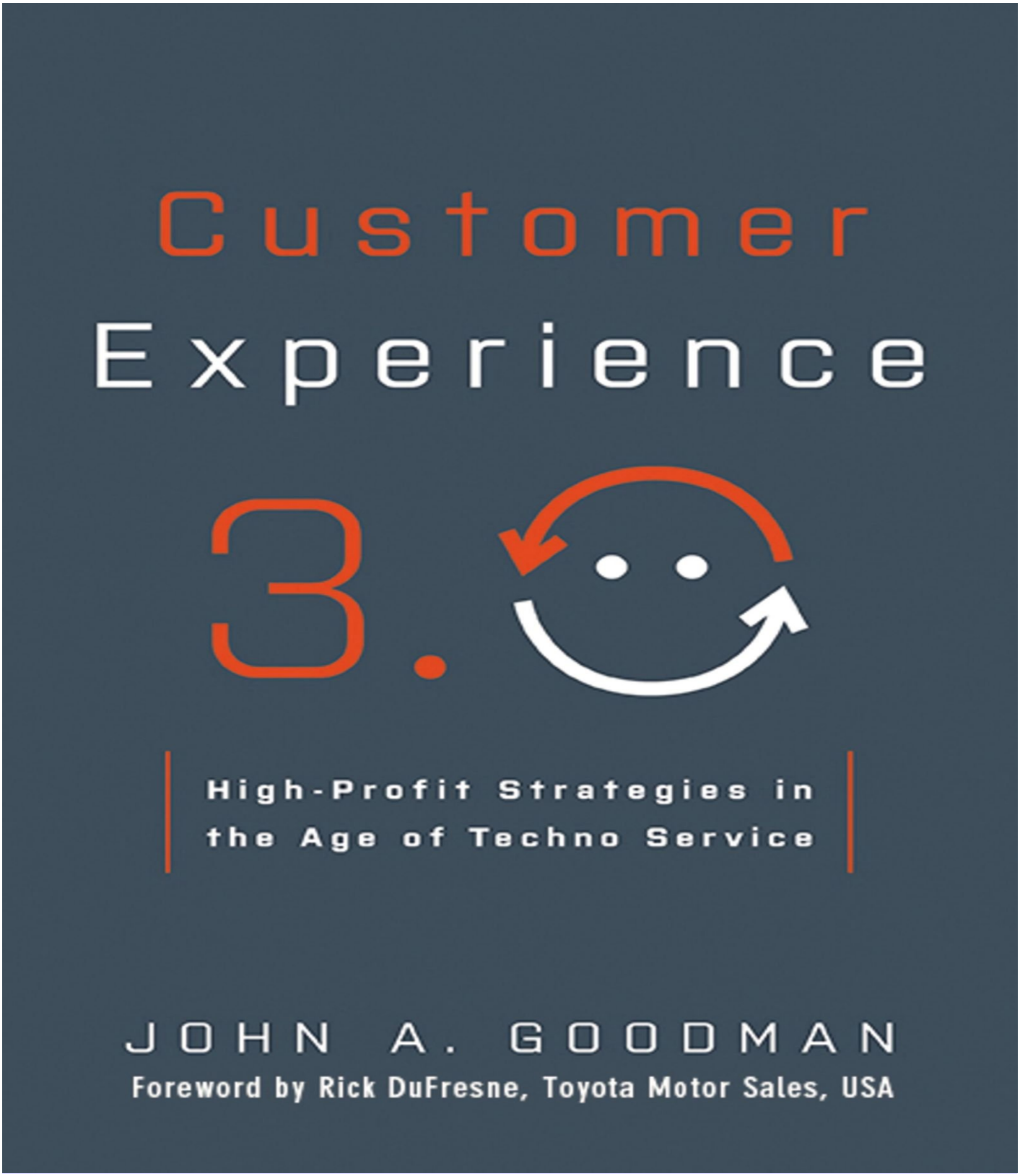
Customer Experience 3.0

High-Profit Strategies in the Age of Techno Service

JOHN A. GOODMAN

Foreword by Rick DuFresne, Toyota Motor Sales, USA



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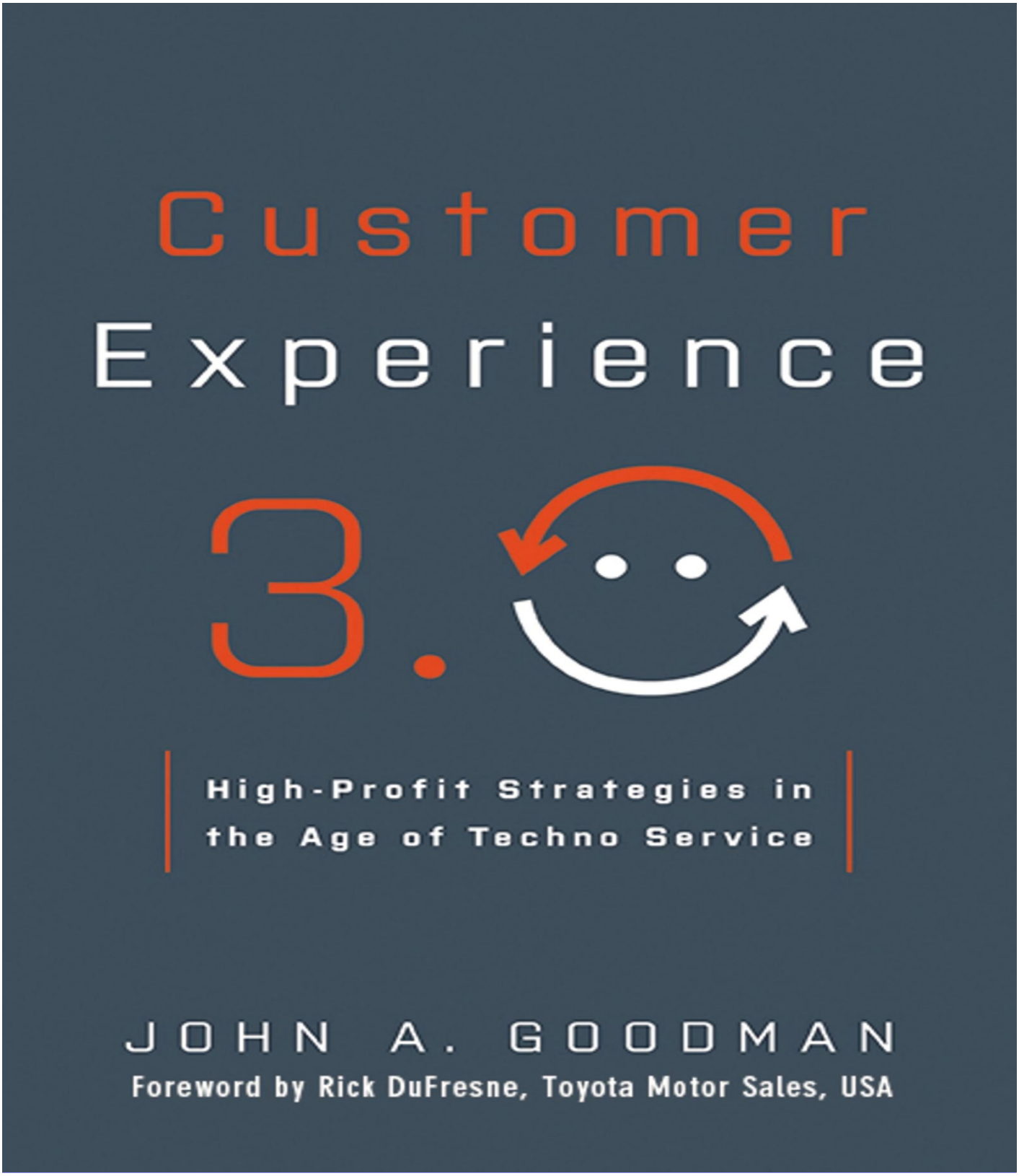

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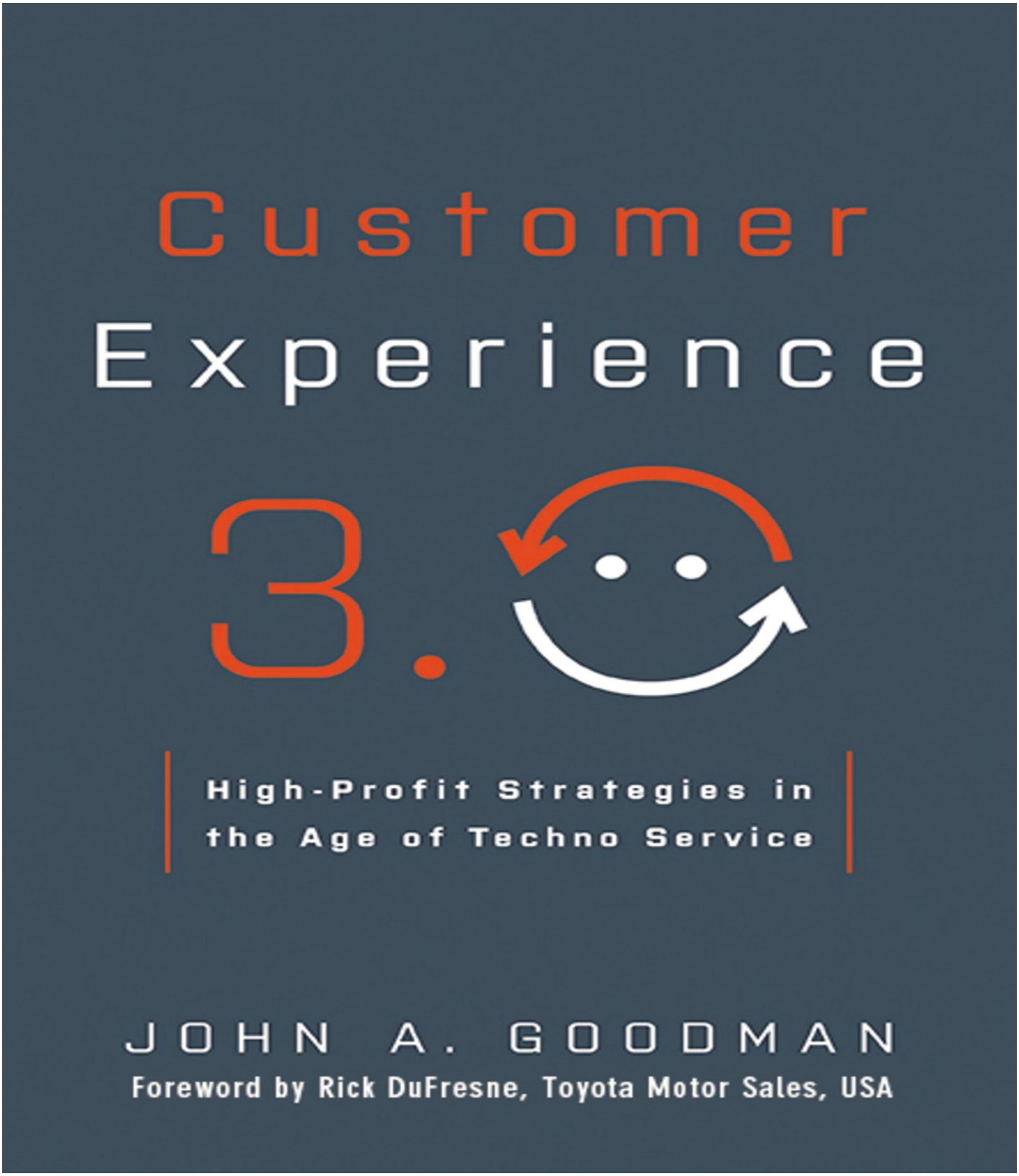

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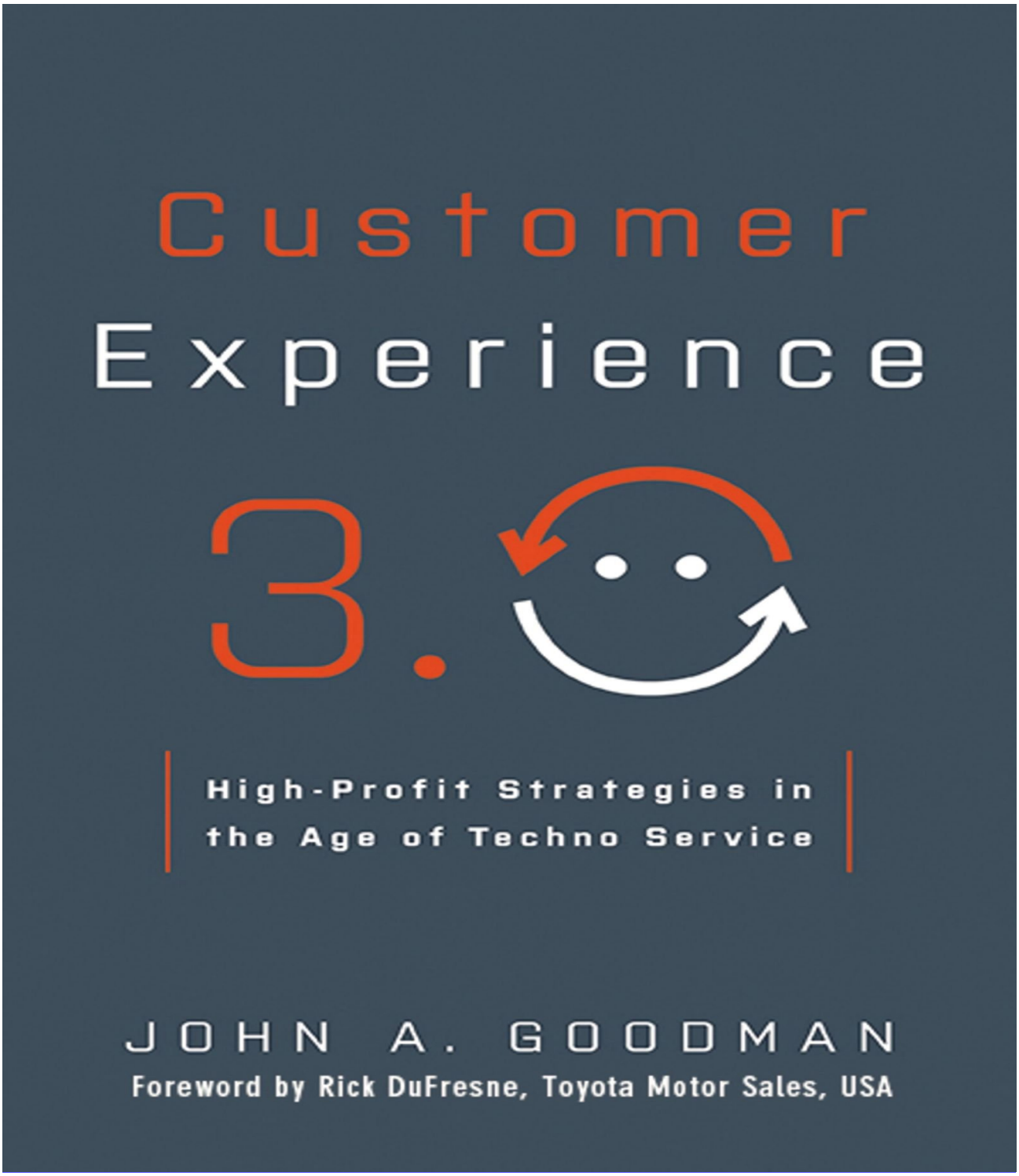

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